
Health & Wellness for Executives *Program Evolution*

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 **BAYLOR HEALTH CARE SYSTEM**
DALLAS, TEXAS

Who is Baylor Health Care System?

- Nearly 20% market share in 8-county area
- 9 hospitals
- 2,500 physicians
- 13,000 employees

Who is Baylor University Medical Center?

- Baylor Health Care System's flagship hospital
- Established in Dallas in 1903
- Rated among the top 50 hospitals in 11 specialties by *U.S. News* & *World Report's* 1999 “America's Best Hospitals” guide

Who is HealthTexas Provider Network?

- Baylor Health Care System's physician network
- 501(a) organization
- Created in 1994
- Operates 45 primary care practices in 4 counties

Executive Health and Wellness

- 70% of illnesses may be prevented with early detection and prevention
- Wellness programs are offered by forward-thinking corporations to attract top level talent
- It makes sense to invest in a healthy workforce

Executive Health Programs

- Assess health and fitness
- Educate about health risk factors
- Recommend individual lifestyle changes

Executive Fitness Assessment Program Philosophy

The program is based on the premise that functional wellness is essential to health. It discards the traditional “cookie cutter” approach common in corporate wellness programs. The program utilizes research standard scientific techniques that go beyond statistical assumptions. The resulting profile is specific and sensitive to the individual executive.

EXECUTIVE HEALTH AT BAYLOR

Early Development

Executive Fitness Assessment

- Fitness assessments offered to companies and their executives by Baylor-Tom Landry Center, one of the largest hospital-affiliated wellness centers in the country
- Began in 1996 at the Center's Sport and Wellness Science Labs
- Conducted by the same physiologists and nutritionists who serve the Dallas Stars Hockey Club, Dallas Mavericks Basketball Team and other professional athletes



Executive Fitness Assessment Components

- Nutrition counseling with a registered dietitian
- Exercise treadmill test to determine fitness level
- Under-water weighing to determine body fat percentage
- Resting metabolic study to determine how many calories are burned at rest
- Flexibility, strength and range of motion analysis
- Specialized blood chemistry profile
- Lung function test
- Drug testing, if recommended by employer

Wellness and Nutrition Profile

- Forms mailed in advance with orientation packet
- Completed in private – honest self-assessment
- Cover personal
 - medical history
 - health habits
 - exercise level and preference
 - eating habits
 - safety
 - stress level
 - alcohol and drug use

Inquiries into Substance Abuse

- Inquiries are subtle
- It may be therapeutic to answer questions about substance use
- Puts individual on right track to self-management

Program Expansion Explored

- Reviewed Executive Fitness Assessment program history
- Examined program's value, branding and potential
- Created new program concept to include comprehensive medical evaluations
- Developed pro forma and marketing plan for expanded program
- Researched competitive products

Program Redefined

- Selected Executive Wellness Program as new, temporary name
- 1999 - program evaluation period
- Defined medical and fitness program components to be evaluated

Executive Wellness Program Implementation Approach

- Identified 7 Baylor primary care practices throughout Dallas area as sites for medical evaluations
- Targeted employers – small companies to 4,000 employees – with an existing relationship to Baylor
- Used a one-on-one, personalized marketing approach with employers



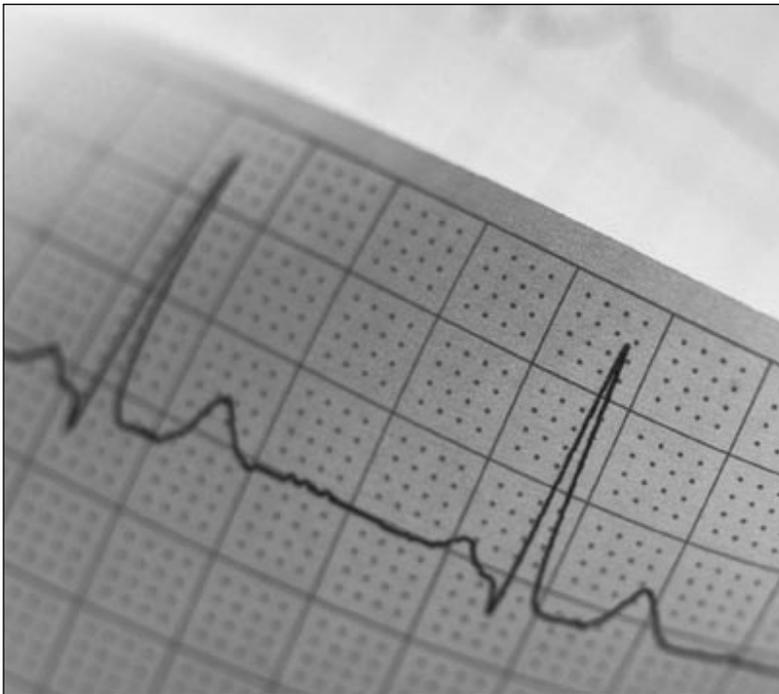
Medical Evaluation

- Comprehensive physical
- Medical history
- Blood work
- Urinalysis
- Chest X-ray
- EKG
- Stress test
- Prostate exam for men
- Pelvic exam and mammogram for women

Executive Wellness Program

Evaluation Period Results

- 120 executives completed Executive Wellness Program over one year
- Typical executive profile: white male, age 40 to 62
- One in 15 identified with a critical medical issue needing follow-up
- Typical follow-up recommended for cardiovascular and/or colon issues



Reasons to Continue Program Beyond Evaluation Period

- Companies want healthy, productive management guiding their company
- Companies may offer as a tool to recruit top executives
- Properly designed program is profitable
- Program may attract business to other clinical product lines

What Evaluation Period Taught

- Package and price competitively
- Follow established preventive health recommendations for gender and age
- Utilize one primary care site for medical evaluations
- Baylor brand and physician credibility are important
- Medical component adds value
- Fitness assessment adds interest and value



BAYLOR EXECUTIVE EDGE

Medical evaluation component redefined

Packages designed following preventive health recommendations for gender and age

- Female executives 40 years and up
- Male executives age 30 to 39
- Male executives age 40 to 49
- Male executives age 50 and up



What Companies and Executives Want

- Concierge service
- Less wait time for appointments and during evaluations
- Pre-visit instruction packet
- State-of-the-art testing
- More physician-patient interaction time
- Pre-or post-exam clothed “sit-down” time with physician
- Comprehensive, written report



INVEST IN YOUR HEALTH. GET THE EXECUTIVE EDGE.

Can you keep up the pace?

Will you be able to perform at your peak levels when it really counts?

Is that feeling of exhaustion at the end of the day just a sign of physical and mental fatigue or of something more serious?

Find Out Today with the:
Baylor Executive Edge

The Baylor Executive Edge program provides you with thorough *medical and fitness* evaluations. Working around your schedule, a dedicated personal assistant will set your appointments and guide you through our unique program.

Your Medical Evaluation

You'll begin with an extensive physical exam by an internal medicine physician, followed by tests based on your age, life-style and health history.

Your Fitness Evaluation

Next, you will undergo an extensive fitness evaluation designed specifically for the executive profile. Your personal fitness evaluation and

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consultations are conducted at the prestigious Baylor-Tren Laundry Center by the same physiologists and dietitians who serve the Dallas Stars, Dallas Mavericks and other elite, professional athletic organizations.

Your Customized Preventive Health and Fitness Report

Concluding your evaluations, you will receive an in-depth report and review of your physical and fitness test results. We then provide a customized fitness program tailored to your unique health and fitness profile to help you understand the impact that body composition, metabolism, and respiratory endurance have on your ability to achieve optimal health.

Optimal health may be just the edge you need to thrive in today's fast-paced business world. Find out today!

For more information, or to schedule a personal appointment, call:

(214) 820-7874

or email: medeciv@baylorcdhs.texas.edu

Dependence on another employer and agents of Baylor Health Care System, but are members of the HealthCare Provider Network



BAYLOR EXECUTIVE EDGE

COMPREHENSIVE MEDICAL AND FITNESS EVALUATIONS

2625 Elm Street, Suite 110, Dallas, Texas 75226

New Program Launched

- Program named BAYLOR EXECUTIVE EDGE after copy testing
- Communications materials produced



BAYLOR HEALTH CARE SYSTEM

www.BaylorHealth.com

BAYLOR EXECUTIVE EDGE

New physician practice established for medical evaluations

- Baylor opens primary care practice March 2000
- Two board-certified internists with stellar credentials
- Situated in prestigious Dallas neighborhood with high household income and highly educated homeowners
- Practice has private Baylor Executive Edge entrance and hospitality environment in greeting area

BAYLOR EXECUTIVE EDGE

Possible Future Program Enhancements

- Baseline fitness assessment
- Travel health
- Psychological profile for balancing work, family and personal needs



Other Baylor Preventive Health Initiatives

- Baylor Clinical Preventive Services Task Force
 - Designing wellness and prevention template for use throughout Baylor Health Care System
- Work site clinic
 - Established the Baylor Occupational and Family Health Center at Texas Instruments in 1997
- HealthTexas Provider Network's Quality Committee
 - Conducted a preventive health baseline study of 525 female patients at 6 primary care practices